



State of Kansas RFP # EVT0002068
Advertising, Marketing and Media Buys
December 16, 2013



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Agency Background

WTA is a full-service advertising agency located in Mission, Kansas, with in-house resources in marketing strategy, media planning and buying, social media, promotions, creative strategy and execution.

While we are staffed to accommodate all traditional needs internally, when the need arises, we work with an established network of external partners for service such as printing, broadcast production, photography, digital programming and more. We ensure that these specialists deliver the high level of service and quality we demand for our clients.

Each of our clients benefits from the talents and experience of seasoned professionals within each of the agency disciplines. Our current employee list includes the following:

President/CEO: 1

CFO/Human Resources: 1

New Business Development: 1

Client Services: 8

Creative Services: 3 copywriters, 4 art directors

Production/Traffic: 2

Media Services: 4

Administrative and IT Support: 2

Walz Tetrack Advertising (WTA) was founded by John Walz and Bert Travis in 1967 under the name Travis-Walz. Our name changed to Walz Tetrack in 1994 when Charles Tetrack joined the firm as a partner. He has since bought the agency from the Walz family.

WTA is one of the top agencies in the Kansas City market with seasoned communications specialists who create highly successful and strategically sound marketing campaigns. We're a long-standing member of the American Association of Advertising Agencies (AAAA). You might call it the premier advertising agency association in the country, and we proudly subscribe to their high ethical standards and fair practice guidelines.

For more than four decades, our agency has helped local, regional, national and international organizations expand their markets and reinvent their brands with targeted campaigns.

What are the secrets to our longevity? Simple, really. For our clients we provide marketing programs that differentiate them from their competitors. For our staff we strive to create an agency environment in which they can do great work that makes a difference.

While a specific team will be assigned to a client's business, the entire agency will have a familiarity with the client's account, goals and expectations of us.



Qualifications

As you will see with our case studies for Dairy Queen, Olathe Health System, Prairie Band Casino & Resort, Kansas City Royals, Teen Thinking and 4INFO, we are achieving outstanding results for our clients using a wide array of marketing strategies and tactics.

Our client list includes other outstanding companies such as:

American Royal

BioMicrobics

Boy Scouts Heart of America Council

Cerner

Ceva

Discover Vision Centers

Earl May Garden Centers

Elanco Animal Health

Kansas City Southern

Lockton

Purina

Tria Health

VanBrock Jewelers

Washington University

Strategic Methodology

Insight is critical. Our strategies are rooted in an intimate understanding of our clients' brands, their customers, competitive environment and industry-specific issues. We have extraordinary depth in all marketing disciplines. This allows us to recommend the most efficient and effective approach, whether the disciplines are fully integrated or independent. The strategic approach we've taken on all of the work shown herein have all shown positive results, and all start with the same framework giving us a thorough foundation on which to build. Below is the process we would take as we embark on client work:

Walz Tetrick Advertising Strategic Methodology



Strategic Methodology

1. Discovery

- Conduct extensive meetings with the client's internal stakeholders to establish rapport, review past marketing strategies, tactical executions and results
- Discuss the current situation to gain in-depth knowledge of new initiatives and relevant processes
- Perform primary and/or secondary research to understand evolving industry dynamics and competitive landscape
- Brief all members of WTA team on client history, marketing plan and business practices

2. Analysis

- Comparison of marketing plan objectives and goals versus actual results
- Identification of performance gaps
- Post execution critique of appropriateness of established performance metrics
- Revision of metrics and measurement, if needed, for inclusion in new marketing plan

3. Strategy

- Development of new marketing plan in consultation with client(s)
- Plan to include:
 - Situation analysis and expanded SWOT analysis
 - Establishment of client objectives and goals
 - Formulation of strategies and tactics to fulfill objectives and goals
 - Creative roadmap
 - Media plan
 - Execution timeline
 - Budget
- Review and approval by client

4. Execution

- Preparation and client approval of project estimate
- Formulation of creative briefs and timeline
- Establishment of appropriate project review and approval process with client(s)
- Execution of tactics

5. Measurement

- Collection of data for measurement against metrics
- Post-performance assessment and analysis
- Revision, if necessary, of metrics for future performance

6. Adjustment

- Revision of tactical elements
- Revision of metrics
- Revision of creative/media execution

7. Re-measurement

- Collection of data for new tactics, metrics or creative/media execution



Media Methodology

Media has never been a more challenging arena. Or more creative. Or strategic. Every advertiser in every market is unique. That's why media strategies must be unique as well. Walz Tetrick is a full service agency implementing all forms of traditional, new and social media. Rather than favoring the "medium of the day," we believe in an integrated approach in which we utilize the best of traditional, Internet marketing, social media, mobile media and other digital forms.

Our philosophy is to tailor a plan that makes each client's message stand out from the clutter and reach desired audiences effectively and efficiently. Working together with creative is essential to deliver cutting edge forms of communication across the most effective channels. WTA has deep experience at delivering the message through:

Broadcast/Cable TV	Newspaper	Social
Radio	Outdoor	Product Placement
Spot Broadcast/Cable TV	Out of Home	Sports Marketing & Sponsorships
Spot Radio	Digital	Direct Mail
Magazine	Mobile	

To ensure the greatest impact and return on marketing budget, WTA invests heavily in the most widely respected research tools, including:

Strata	Nielsen	Ad Views
Claritas	Arbitron	MRI
SRDS	Scarborough	SQAD

We have developed a 7-Step process to ensure that we are placing the most effective and efficient media buy possible.

Walz Tetrick Advertising Media Methodology

Our proprietary 7-step process to effective media planning and buying



Media Methodology

1. RESEARCH

- Research sales data to understand trends, seasonality and market strengths, viewership and listenership trends to develop effective and efficient media mix
- Local factors: satellite penetration, employment rates, geo-demographic and cable usage

2. PLAN

- Establish goals for flights based on target audience, competitive activity and optimal flight planning scenarios
- Develop individual daypart mix by product, target audience and market
- Characteristics to maximize budget
- Negotiate cost-per-point with television and radio stations and for an extended period of time to get the best possible rates

3. APPROVE

- Present flowcharts, CPPs and recommendations with a rationale to the marketing department for approval

4. BUY & EXTEND

- Our goal is to hold stations accountable to 100% delivery
- Negotiate ratings and rates utilizing a four-book trend
- Place buy, define station promotion and negotiate added-value

5. STEWARD

- Monitor buys while in-flight to ensure delivery
- Re-rate advance buys to determine need for adjustments
- Additional negotiations take place as needed
- Secure make-good weight, within flight, for equal or greater value

6. EVALUATE

- Conduct post-buy analysis at the end of each flight
 - Post TRPs and budgets
 - Post by station, by daypart
- Review data relative to established sales objectives and provide summary
- Develop recommendations for future added value opportunities

7. REPORT

- Hold all stations accountable for delivery
- Prepare and distribute post-buy reports and added value summaries to marketing department

Company Info

Walz Tetrick Advertising

6299 Nall Ave.

Mission, KS 66202

www.wtads.com

913-789-8778

Agency Contact

Mike Campbell

Director of Client Partnerships

mcampbell@wtads.com

913-789-5021

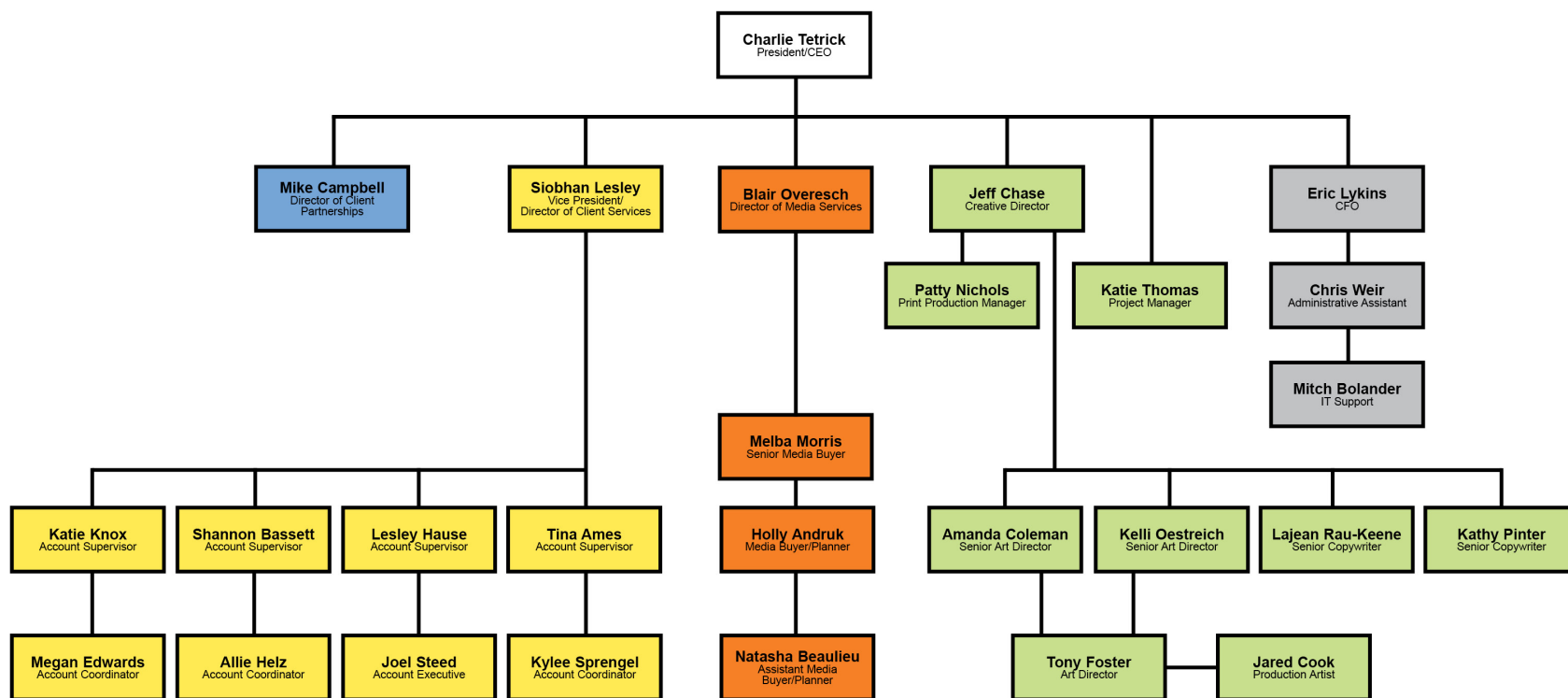
Agency ownership

Walz Tetrick Advertising (WTA) was founded in 1967 as Travis-Walz, named for the owners John Walz and Bert Travis. When Charles Tetrick joined the firm as partner in 1994, the name changed to Walz Tetrick. Charlie has since bought the agency from the Walz family and is the sole owner.

Company Organizational Chart



WALZ TETRICK ADVERTISING



Key Staff Members

Account Service Team

When you work with WTA, you get to know the entire team servicing your account. The account supervisor is the captain of the team, but they are not a one-person show. We have always felt that direct client contact with the people originating the creative, buying the media and handling the production results in better advertising. We believe this is the root of our long-term client relationships.

The function of the account service team is to lead the strategic development of marketing communications for our clients. They are responsible for thoroughly understanding the client's business and giving perspective and detailed input for all the other agency disciplines. They also monitor all account activity within the agency. It's where budgets are set, timelines established and where media, production, traffic and creative all look for central management of day-to-day account activity.

Charlie Tetrick, President/CEO

- *Bachelor of Science-Journalism/Advertising, University of Kansas*
- Walz Tetrick Advertising, Mission, KS, 1990-present



Charlie's keen business instincts sharpen every Walz Tetrick decision, from his everyday direction of the agency to his leadership on specific accounts. Charlie knows the key to successful marketing is firmly rooted in planning, research and strategy.

With his background as an internal marketing director, he perceives each project from the client's point of view, with an understanding of how marketing integrates into (and is accountable to) the total corporate structure.

And Charlie looks at each project as a consumer, exploring the underlying psychology of what prompts people to react and respond to your message.

Siobhan Lesley, VP/Director of Client Services

- *Bachelor of Arts—English/Literature/Psychology/Classical Languages, Vanderbilt University*
- MBA—Finance/Research, University of Kansas
- Walz Tetrick Advertising, Mission, KS, 2001-present
- President & COO, Valentine Radford Communications, Kansas City, MO
- Fremerman, Rosenfield and Lane, Kansas City, MO



As director of client services, Siobhan proves that it's possible to be shrewd in business and nice in person. Throughout more than 25 years in client service, Siobhan has displayed uncommon strategic savvy, marketing expertise and leadership skills. Whether it's guiding the brand development of a multi-unit retailer or gaining the consensus of independent franchisees, Siobhan knows the difference between what's easy and what's right. And you can trust her to keep your brand going down the right path.

Shannon Bassett, Account Supervisor

- Bachelor of Science-Journalism/Advertising, University of Kansas
- Walz Tetrick Advertising, Mission, KS, 1995-present



Shannon has spent the last 18 years at Walz Tetrick developing programs that work. Her strategic thinking and account leadership led to the success of numerous clients. She has orchestrated and implemented marketing and advertising programs enabling companies in retail, health care, entertainment, rail transportation, insurance and fast food industries to establish themselves as leaders in their respective fields. Her account management keeps numerous WTA clients on track, on schedule and happy. Have a conversation with any of Shannon's clients and they'll tell you that she is the picture of organization. Her art, of course, is managing the day-to-day complexities of her accounts and providing seamless, smooth communication to the entire team – the client, agency and outside vendors.

Key Staff Members

Mike Campbell, Director of Client Partnerships

- *Bachelor of Arts, Benedictine College*
- Walz Tetrick Advertising, Mission, KS, 2008-present
- Vice-President Corporate Sponsorships Sales and Marketing, National Association of Intercollegiate Athletics (NAIA), Kansas City, MO



Mike's roll at the agency is to pair new clients with appropriate teams at the agency, and to help the client's transition to a new agency run smoothly. Following his graduation from Benedictine College in Atchison, Kansas, in 1982, Mike launched a two-decade career in radio in the Kansas City area, creating compelling advertising campaigns and promotions and winning numerous awards for outstanding community service. He served on the Board of Directors of the Kansas Association of Broadcasters. As marketing vice-president for the NAIA, Mike helped promote 15 Kansas universities and colleges across the state and the nation.

Creative Department

The way we see it, you don't need an ad. You need an introduction. A conversation starter. A way to leap to your feet in a crowded street party and be the one brand your prospect notices. That's the job of our creative department. By working closely with their partners in account management and media, we uncover key human insights that lead to meaningful, emotional concepts.

Approaching any new account follows a proven process of learning and discovery before any concepting begins. In tight collaboration with our client contacts, we gain a deep understanding of your service offerings, audience, competition, influencers and market conditions. We look from the inside out, and the outside in. And we see if there are meaningful trends. Then we put all that knowledge in the top of the funnel, and what comes out the bottom are unique ways to start a long-term conversation with our audience.

Jeff Chase, Creative Director

- *Bachelor of Journalism/Advertising, University of Missouri-Columbia*
- Walz Tetrick Advertising, Mission, Kansas, 2011-present
- VP/Creative Director, BKV, Overland Park, KS
- VP/Associate Creative Director, Barkley, Kansas City, MO
- Copywriter, Grey Advertising, San Francisco, CA



Solving tough marketing challenges in surprising ways has driven Jeff throughout his 25-year career as a copywriter and creative director. Look through his resume and you'll be hard pressed to find a category, industry or advertising medium that Jeff has not tackled (or won awards for). From TV campaigns, radio spots and print ads to outdoor boards, corporate videos and mailers, he always keeps one eye on the marketing goal and the other on the brand. Today, Jeff encourages his team at Walz Tetrick to find fresh ways to make emotional connections that stimulate immediate action and long-term loyalty.

Kelli Oestreich, Senior Art Director

- *Bachelor of Fine Arts, Fort Hays State University*
- Walz Tetrick Advertising, Mission, KS, 2008-present
- Freelance Art Director, Kelli Oestreich Design, Austin, TX / Lee's Summit, MO
- Associate Creative Director, The Olson Group, Austin, TX
- Art Director, Jones Huyett + Partners, Topeka, KS



You can spot a Kelli creation in an instant. Fresh, stylish, alive with color. Lots of color. But it's bright in the smart sense, too. Kelli's creative executions are not only visually appealing; they exhibit a solid strategic backbone as well. Totally fluent in every marketing dialect, Kelli moves with ease from client strategy meetings to customer interviews, from Adobe CreativeSuite to a photo shoot, smiling all the way. Her glass isn't merely half full, it's spilling over.

Key Staff Members

Media Department

Media is an ever-changing mixture of art and science that generates a different plan for every client and every situation. Our first charge is determining the true demographic, defining lifestyle and psychographic details. In plain terms, we get to know the customer well enough to call him or her by name. Our media group negotiates and buys at the national, regional and local levels, and is fully equipped with state-of-the-art media research. The media professionals at Walz Tetrick combine innovative thinking with well-researched data for a track record of documented results. And we hold our media vendors to as high a degree of accountability as we hold ourselves.

Blair Overesch, Director of Media Services

- *Bachelor of Science-Journalism, University of Arkansas*
- Walz Tetrick Advertising, Mission, KS, 2006-present
- VP/Account Director National Media, Barkley & Evergreen, Kansas City, MO
- Senior Media Planner, Valentine Radford Communications, Kansas City, MO



Blair understands the importance of using media in ways that are just as creative and attention getting as the advertising messages themselves. Every client WTA serves benefits from Blair's wisdom, guidance, and knowledge of consumer behavior. You might find him preparing multi-channel recommendations for a QSR client one day or entertaining new promotional options for retail clients the next. From product placement to the latest interactive opportunities, Blair's integrated media strategies produce phenomenal results.

Melba Morris, Senior Media Buyer

- *Rockhurst College*
- Walz Tetrick Advertising, Mission, KS, 2005-present
- Senior Media Buyer, Valentine Radford, Kansas City, MO



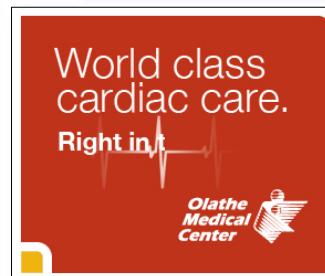
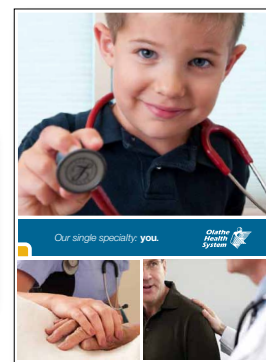
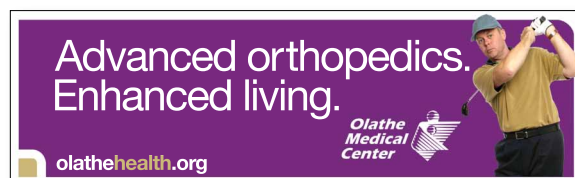
Other buyers might suspect that Melba is at least part bionic super-performer, able to stretch media dollars to unbelievable lengths. And maybe part stealth bomber, too. She has a knack for knowing what the competition is planning and trumping it for her own client's sake. In fact, National Pizza Hut created the Agency Media Buyer of the year Award specifically to honor such heroic efforts. Melba has also been recognized by the Kansas City Media Mix as Media Legend, Media Pioneer, and Media Buyer of the Year. She's the stuff of legends.

Case Study - Olathe Health System [Overview]

Based in a growing part of Kansas City, Olathe Health System has a long history in the area, dating back to the opening of its first hospital in 1953. Walz Tetrick has been a partner in the health system's growth since 2004. Today OHS serves four counties. It's a busy and thriving regional network of hospitals and clinics, with many successful specialties. Locally owned and not-for-profit, OHS puts a priority not just on expertise and technology, but also delivering care with a compassionate touch.

Walz Tetrick focused on that signature blend of technology and connection with patients. Telling the story in a compelling way elevated the health system's profile in the area. We helped OHS improve the image of their largest hospital, highlighting their cardiac care expertise. We've since built a strong awareness of other specialties and quality family care clinics. Building the brand required a research-driven strategic response and emotionally engaging creative messages.

As their marketing partner, Walz Tetrick handles media and creative for OHS. Our work is wide-ranging, from integrated multi-media campaigns to web videos, mailers and brochures. But the results are always the same: increased brand awareness in a competitive health care market. Using stories that come straight from the heart, Walz Tetrick brings medical expertise to life across all media: TV, print, radio, outdoor and online.



ABOUT OUR CLIENT

- Based in Olathe, KS
- Nearly 350 physicians and 2,600 employees
- One of the larger not-for-profit, private employers in the area
- Two hospitals
- More than 35 family and specialty clinics

WHAT WE DO

- Creative strategy
- Creative execution
- Media buying and strategy
- Competitive analysis
- Media promotions

Case Study - Olathe Health System [Creative]

A prescription for results

In health care, everyone claims to have the latest technology and the most skilled medical professionals — certainly strengths for Olathe Health System — but Walz Tetrack gets results by zeroing in on what patients say makes OHS different from other providers in the area: compassion and personal touch.

In 2011, we took that brand image to a more personalized level with a fresh look and a versatile new slogan: “A single specialty: you.” Targeted multi-media campaigns highlight this differentiating blend of technology and connection with patients, as well as another key competitive advantage: convenience and accessibility. Each medium is utilized deliberately and specifically to maximize its individual potential to impact the marketplace.

Because of their importance to OHS’s success, Walz Tetrack puts a particular emphasis on medical specialties, from orthopedics to breast care. Our campaigns raised the profile of these specialties for patients and providers offering referrals. In 2011, we even launched new specialty care centers for sinus and vein care.

With our help, OHS proved how effective seminars are for gaining new patients for these specialties. Walz Tetrack delivered big on this effective tool. Campaigns in 2011 and 2012 for sleep disorders and sinus and vein care procedures resulted in all seats filled ahead of schedule. Many attendees cited our radio spots when asked how they heard about the seminars.

INTEGRATED TACTICS

- Segmented direct mail
- Marketing support materials
- Outdoor
- Magazine
- Newspaper
- Online
- :60 radio
- :30 television
- On-site displays
- Web content
- Promotional and web videos



Eliminating varicose veins begins with a single step.

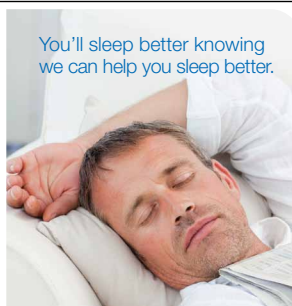
Walk away from the pain, swelling and fatigue of varicose veins by attending one of our free Leg Vein Screenings and Informational Sessions, conducted by specialists from the Vein Care Center at Olathe Medical Center. Call 913-768-3104 to reserve your spot today.

Free Leg Vein Screenings* & Informational Sessions
Wednesday, August 8, at 4 p.m., 5 p.m. and 6 p.m.
Vein Care Center, 21000 W. 151st St., Olathe

*Medicare and other federal healthcare beneficiaries are limited to a free informational session.

Vein Care Center
A Service of Olathe Medical Center

olathehealth.org/veincare



You'll sleep better knowing we can help you sleep better.

If you're worried that you or your spouse may be suffering from a sleep disorder, make plans to attend our free Sleep Disorders Seminar. You'll hear from experts and learn about the symptoms, causes, risks and treatments of this surprisingly common problem.

Visit olathehealth.org/sleep to attend this eye-opening seminar. Let us improve your life by focusing on a single specialty: you.

Free Sleep Disorders Seminar
Presented by James K. Bradley, MD
Wednesday, November 7, 6:30 – 7:30 p.m.
Olathe Health Education Center, 21201 W. 152nd St., Olathe
(Johnson County Community College building west of Olathe Medical Center)

Free boxed dinner.
Ample time for questions.
Register online or call 913-791-4396.

Olathe Health System

olathehealth.org/sleep

Case Study - Prairie Band Casino & Resort [Overview]

An entertainment oasis in Kansas

In a rural area just north of Topeka, travelers are in for a surprise. Prairie Band Casino & Resort is the state's only resort-style casino. Owned by the Prairie Band Potawatomi Nation, it includes a 300-room hotel, three restaurants, a convention center, an RV park and an 18-hole golf course.

After working with a national casino marketing group, Prairie Band was hoping for greater reach for their budget and more media and promotion expertise. In 2010 they chose Walz Tetrick for media strategy and buying. Impressed with the results, the following year Prairie Band hired us to take over the creative reins as well.

Prairie Band Casino features table games, poker and more than 1,100 slot machines. They run multiple player promotions every month, and also host concerts and other events year-round in their newly renovated hotel and state-of-the art events facilities.

Since we joined forces, Prairie Band has been getting a lot of attention. After a tremendously successful launch in 2011, the signature Firekeeper Golf Course (designed by Native American pro Notah Begay III) went on to win several national awards. And increased casino traffic is holding steady — thanks in part to a fresh and exciting ad campaign — despite competition from two new casinos that opened in Kansas in early 2012.



ABOUT OUR CLIENT

- Located in Mayetta, KS
- 63,000 square feet entertainment complex
- Casino, hotel, convention center and RV park
- Firekeeper Golf Course opened in 2011
- More than 800 employees

WHAT WE DO

- Media buying and strategy
- Media promotions
- Creative strategy
- Creative execution
- Social media
- Community relations

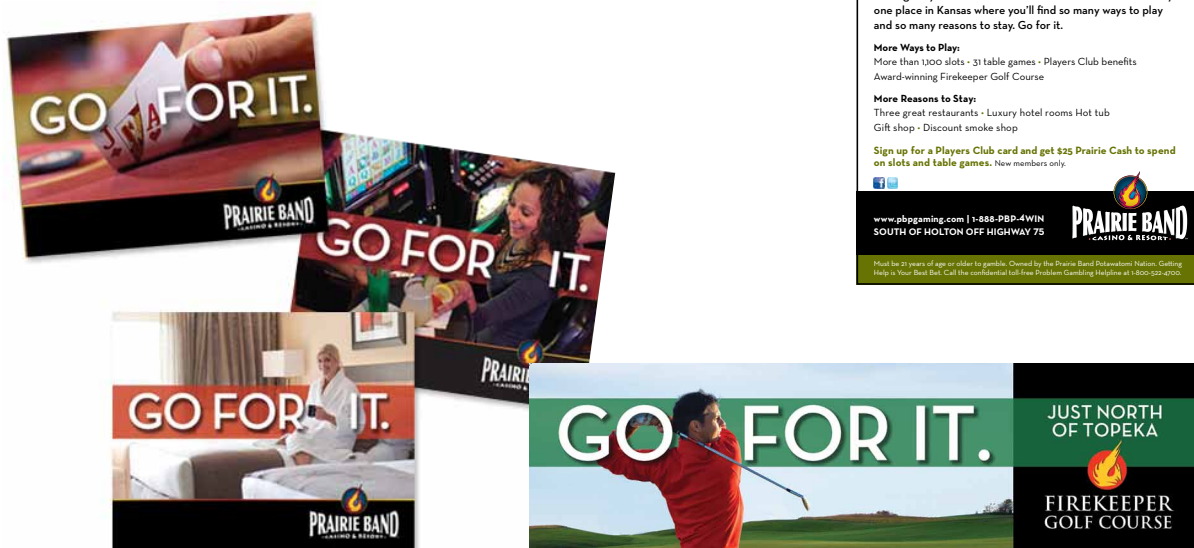
Case Study - Prairie Band Casino & Resort [Creative]

Creative that wins over customers

While Walz Tetrack's media pros were focused on reaching the audience more efficiently, our creative department set out to craft a unique and memorable message. Unlike so much casino advertising that shouts "Double Points" and "Loosest Slots," our creative approach goes beyond daily promotional details to make a real emotional connection with the audience.

The moment of truth: Go For It. Our campaign reaches out and grabs the audience by highlighting the "moment of truth," the exact instant when the risk pays off. It's when the wheels on your favorite slot machine lock into place. When the hole card is turned in a game of blackjack. When your 12-foot putt drops into the cup on the Firekeeper Golf Course.

These are the adrenaline-pumping moments, the reason you play. And whether we're talking to a loyal Players Club cardholder or someone who's never been to Prairie Band, we link these moments together with a single challenge: "Go For It." Launched in a three-state region in 2012 in television, radio, outdoor, newspaper, magazine, direct mail and social media, the Go For It campaign has helped Prairie Band gain new customers and increase traffic at both the casino and Firekeeper Golf Course.



INTEGRATED TACTICS

- :15 and :30 television
- :60 radio
- Outdoor
- Segmented direct mail
- Magazine
- Newspaper
- Social media
- On-site signage

“We believe this campaign reaches players in a way other casino ads don't. And weaving the message into highly targeted communications is a big win for us.”

Sheryl Blue
Advertising Manager
Prairie Band Casino & Resort

Case Study - Prairie Band Casino & Resort [Media]

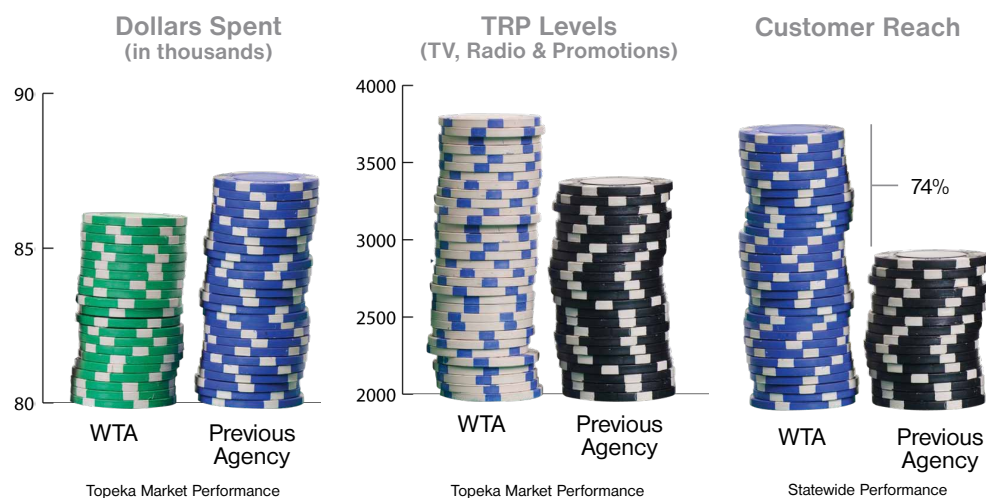
Hitting it big with a new media strategy

In 2010 Walz Tetrick took over negotiating and buying media in a three-state region for Prairie Band Casino & Resort. Previously handled by a national casino marketing group, Walz Tetrick's new strategy resulted in a big payoff for Prairie Band.

By combining our knowledge of the local marketing area with our media expertise, negotiating skills and proprietary media buying system, Walz Tetrick was able to achieve greater reach and higher frequency for Prairie Band's budget. Incorporating data-driven analysis, we strengthened, streamlined and reduced waste and duplication to form effective, targeted and efficient media schedules.

The casino gained more than \$500,000 in additional TV and radio support for promotions and branding, compared to the previous plan. Prairie Band's message reached an amazing 74 percent more current and potential customers. With our TV and radio partners, we also negotiated and implemented more than \$535,000 worth of value-added promotions at no cost to the client.

Thanks to these efforts, awareness jumped in Topeka, Lawrence, Manhattan, Kansas City and Wichita, resulting in record traffic at the casino and a great launch for Firekeeper Golf Course, new in 2011.



INTEGRATED TACTICS

- Lower cost to client
- Additional markets purchased
- More media weeks
- Casino traffic up, including record Spring 2011

“Walz Tetrick's Post Buy Performance Report allows us to fully understand how a media buy delivers against what was purchased, and it ranks our buy based on current market trends. These reports allow us to make strategic adjustments each quarter.”

Steve Ortiz
Assistant General Manager
Prairie Band Casino & Resort

Case Study - The Kansas City Royals [Overview]

Come to Play proves to be just the ticket

The Royals have a proud tradition, including a World Series crown in 1985, but have only had one winning season since 1994. In 2012, they hosted Major League Baseball's All-Star Game. That brought thousands of new season ticket buyers looking for guaranteed seats to the mid-season classic. Royals management knew that bringing those season ticket holders back in 2013 would be a major challenge. They tapped Walz Tetrick for a game plan. And we set out to create an advertising campaign that would rally fans around the boys in blue.

The theme that drove all promotional elements for the 2013 season was "Come to Play." A reflection of the hard-charging style of the Royals players, Come to Play was also an invitation to fans to be part of the action by watching a game in person at the K. The campaign theme was a strong element of all the Royals advertising, including TV, radio, outdoor, online, stadium banners, social media, pocket schedules and more.

The Come to Play campaign was the subject of several newspaper articles and was mentioned on sports sites, including Yahoo! Sports and Hardballtalk.com. It was also a home run with the fans, contributing to an exciting season with record TV ratings and higher ticket sales.



ABOUT OUR CLIENT

- Major League Baseball team in Kansas City, MO
- Founded 1969
- 1.7 million annual attendance
- \$250 million stadium renovation completed in 2009

WHAT WE DO

- Agency of record
- Branding
- Creative strategy and execution
- Media strategy, planning and buying
- Consultation on Royals in-house creative and promotions efforts

“Come to Play is a perfect choice. It is safe. It is motivational. In short, it is brilliant.”

RoyalsReview.com

Case Study - The Kansas City Royals [Creative & Media]

A winning season for the hometown team

Pick-a-Pack

Our first opportunity to generate 2013 ticket sales was the Holiday Pick-A-Pack promotion, which offered 10-seat packages for as little as \$70. The offer was featured in cinema ads, radio spots, online banners and Facebook posts, and Royals mascot Sluggerrr made promotional appearances. As a result of our campaign, the Royals saw a 55% increase in Pick-A-Pack sales over the previous year.

FanFest

We also added a spark to the annual FanFest. Thanks to the publicity generated by a radio campaign written, produced and placed by Walz Tetrick, the Royals enjoyed a record one-day attendance, along with plenty of buzz going into the preseason.

The I-35 Pitch

Perhaps the year's biggest hit was this pair of billboards on either side of I-35 near downtown. In addition to national recognition, the explosive concept got Royals fans buzzing and set the stage for a successful year at the turnstiles at the K.



Television

TV advertising was used to promote upcoming weekend series, giveaways and promotions. To maximize the production budget, spots were created using on-field action footage combined with on-screen type treatments and high-energy music. To keep the message fresh, WTA created a wide range of spots. Some spots promoted individual players, including 2012 All-Star Billy Butler, Gold Glove left fielder Alex Gordon and new pitcher James Shields. Another group of spots focused on hitting, defense and pitching. And still another group of executions highlighted the fan experience and children's activities. As a result, the advertising was aired with an eye on the team's performance to give fans plenty of reasons to attend games even when the team was playing poorly.



Case Study - The Kansas City Royals [Creative & Media]

Radio

Radio was another hard-working medium used to promote weekday series, giveaways and promotions. Like the TV campaign, radio spots often used play-by-play calls from the Royals broadcast announcers to highlight exciting moments throughout the season.

Outdoor

Both traditional outdoor and digital billboards were used throughout the KC Metro. Traditional boards were primarily brand oriented. Digital displays were used to promote specific events and giveaways.



Royals fans voted with their feet

In every respect, the 2013 Royals campaign was an unparalleled success. Players, coaches, broadcasters, sponsors and social media all rallied around the Come to Play theme. But the most important audience was the fans, who rewarded our efforts with their attendance. Sales of ticket packages far exceeded projections. Attendance over previous years improved dramatically. And television ratings repeatedly set new records throughout the season.

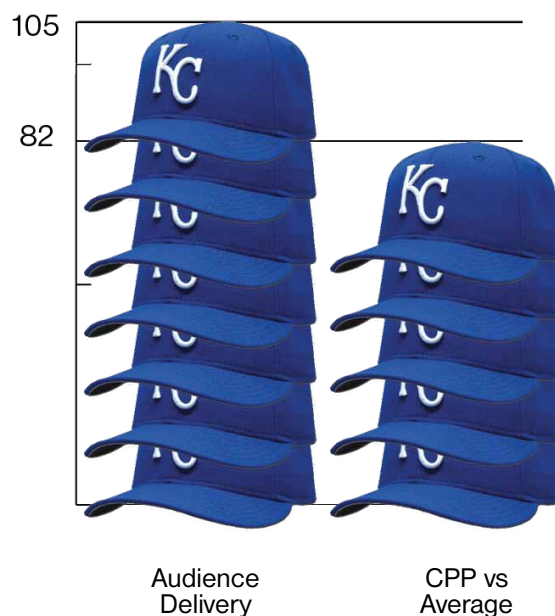


Case Study - The Kansas City Royals [Creative & Media]

Media efficiency was a home run

When it comes to media plans, we believe you should go big or go home. If you're not going to be visible within a program, daypart or medium, don't waste your money. For the Royals, that meant putting significant media weight into high quality TV shows in which the audience was highly engaged, such as the Academy Awards and the Grammy Awards. For radio, it meant buying a variety of formats and significant dayparts. And once the planning was done, our buyers went to work negotiating the price. In short, our integrated multimedia campaign was highly visible and impressively efficient. Thanks to our in-flight monitoring, our media delivered 105% of the contracted audience at 82% of average cost per point.

Performance Summary
(percentage)



INTEGRATED TACTICS

- TV
- Radio
- Digital
- Outdoor
- Spanish language
- On-site signage and other materials (consultant)
- Promotions and events (consultant)

“One of the 15 most creative double billboards.”

Buzzfeed

“Most eye-catching ads on billboards.”

Adweek

Case Study - Kansas Behavioral Health Services, TeenThinking campaign [Overview]

New brand and campaign for statewide prevention network.

In 2008, the state of Kansas, through the Department of Social and Rehabilitative Services, wanted to take a fresh, new approach to combatting underage drinking utilizing some federal grant funding. The goal: a media campaign that could be used by a large network of prevention groups around the state. They turned to Walz Tetrick to build the campaign from the ground up.

TeenThinking

We worked to create a brand that would stand out in the crowd of prevention-oriented organizations. Something that would catch the eye, and the imagination, of adults and teens in communities throughout the state. TeenThinking, with its distinctive, bold look, was born. It's been a big hit. The brand has been used in many ways, by many different agencies over the years. Powerful messages about the dangers of underage drinking and the importance of adults' influence on teens have had a wide reach.

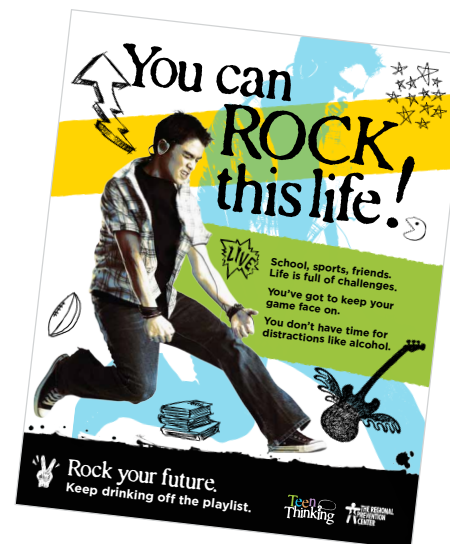
Consistent and customizable, the instantly recognizable materials have proved so popular they've continually been expanded and adapted for many different needs. Today, the campaign is administered by the state's Behavioral Health Services department. Our partnership has hit its next phase, a rebranding effort, which is underway to allow for a broader audience and messages about drugs, as well as alcohol.

ABOUT OUR CLIENT

- Grant-funded prevention campaign
- Administered by Kansas Behavioral Health Services
- Network of 10 Regional Prevention Centers use the materials
- Previously administered by Social and Rehabilitative Services for 14 community coalitions

WHAT WE DO

- Branding
- Creative strategy
- Creative execution
- Media buying
- Media strategy



Case Study - Kansas Behavioral Health Services, TeenThinking campaign [Creative]

“Think, don’t drink” message reaches every corner of the state.

Helping communities around the state reduce underage drinking requires proven strategies and targeted efforts. That’s where Kansas’ prevention agencies come in. These professionals know that integrated, educational multi-media campaigns work. They looked to Walz Tetrick for the creative and media expertise to conceive and execute a campaign that would really make a difference.

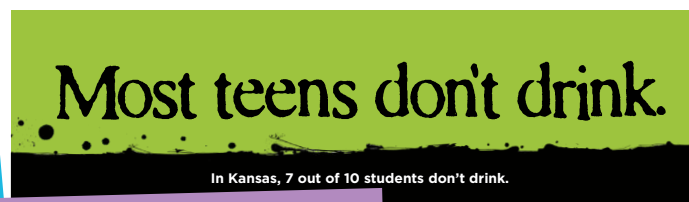
We’ve developed and maintained the TeenThinking brand with two goals in mind: making the materials compelling and unique, but also flexible and easy to use. More than a dozen regional agencies rely on them. They represent hundreds of communities in every corner of the state. Meeting the needs of such a diverse coalition of clients is challenging, but with their input, TeenThinking has grown to include a wide array of campaign materials that are customized and delivered year-round: everything from billboards to bookmarks.

The carefully crafted messages go beyond the tired and cliché. And the visually arresting look makes TeenThinking recognizable, no matter the venue or location. Our media relationships, even in far-flung markets, have enabled a wide reach, with relatively limited budgets.

We’ve also worked on TeenThinking’s Sticker Shock project (bottle hangers and stickers for liquor packaging) and on prevention work for the Kansas Department of Transportation, an early supporter of TeenThinking.

INTEGRATED TACTICS

- Website
- Print
- Radio
- Pre-show theater spot
- Outdoor
- Yard signs and banners
- Promotional materials



Case Study - 4INFO [Overview]

How to reach a mobile audience.

With the introduction of the AdHaven platform, 4INFO has brought mobile display advertising out of experimental status and placed it squarely into the mainstream with other measurable media such as TV, radio, print, direct mail and online display. Walz Tetrick took the reins in 2013 to rebrand the company and build awareness of 4INFO among corporate brand managers and ad agency media professionals.



ABOUT OUR CLIENT

- Mobile ad server
- Founded 2004
- Offices in San Mateo, New York, Los Angeles, Chicago and Boston

WHAT WE DO

- Agency of record
- Corporate branding
- Creative: print, video, copy, design, production
- Digital: website, e-mail, landing page, SEM
- Media strategy, planning and buying

Case Study - 4INFO [Creative]

Creativity that's right on target.

Corporate Branding

The first assignment Walz Tetrick tackled had two components. First, since 4INFO's origins were in text messaging technology, not mobile display, they needed to refresh their strategic position within the industry. So Walz Tetrick redesigned the 4INFO logo and color palette, creating an arrow and target graphic look to convey the promise of precision targeting with measurement, which was also supported by a new tagline, "Ready. Aim. Measure."

Second, 4INFO needed to build a sub-brand for their new mobile ad solution. Its precision targeting and measurement capabilities are evoked perfectly by the name Bullseye.

Website Design

Due to the highly segmented audience, Walz Tetrick developed a web strategy that broke the information into bite-size chunks based on the products that would interest each individual prospect. Then, instead of a traditional multi-page site, we designed a single-page site with navigation that is more common for smartphone and tablet users.

Sales Support

In a competitive industry with many companies making similar claims, highly differentiated sales collateral is essential. So we created a set of brochures and product-specific flyers with eye-grabbing visual concepts that conveyed key product benefits. Printed and digital versions, along with

target-specific PowerPoint decks, have been highly successful at creating interest during the 4INFO sales cycle.

Video

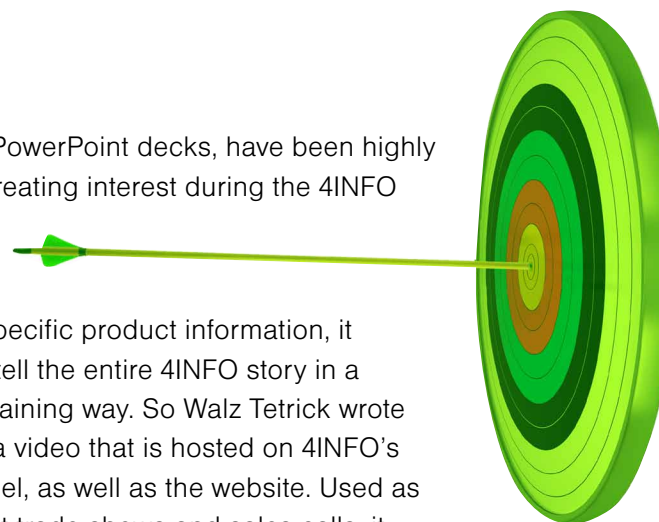
In addition to specific product information, it is important to tell the entire 4INFO story in a succinct, entertaining way. So Walz Tetrick wrote and produced a video that is hosted on 4INFO's YouTube channel, as well as the website. Used as an icebreaker at trade shows and sales calls, it has been successful at generating web traffic and answering questions before they are asked.

Webinar Support

An important part of the 4INFO branding and sales process is a series of webinars targeted toward individual audience segments, including agencies, brand managers, CRM managers and direct response professionals. Walz Tetrick negotiated the webinars with trade publications and prepared the presentations.

Digital Marketing

Generating leads through digital marketing is another vital need. So Tetrick created e-mail campaigns and online banners to promote the webinars and an offer for a free whitepaper. All responses were driven to landing pages for lead capture. Keyword search campaigns are also underway in Chicago, Boston and L.A., yielding click-thru rates of 8-10%.



Case Study - 4INFO [Creative]

A true bullseye.

Just as 4INFO preaches to their prospects and clients, the real test is whether or not the advertising did its job. Did it increase sales? And when it comes to the work we did on behalf of 4INFO, the answer is an emphatic yes. Within just a few months of relaunching the 4INFO brand and introducing the Bullseye mobile solution, the effects could be seen in a variety of ways.

First, the webinar series was widely attended by multiple contacts on 4INFO's prospect wish list. Second, hundreds of prospective clients downloaded the whitepaper dispelling the myths about mobile advertising that have prevented many brands from testing mobile campaigns. Third, and most importantly, 4INFO is now running a record number of mobile campaigns across their network across their most highly valued segments.

In other words, our work for 4INFO has been nothing short of a bullseye!



INTEGRATED TACTICS

- Website
- Sales support
- Video
- Digital marketing
- Landing page design
- Webinar support

results

Case Study - Dairy Queen [Overview]

Serving up results for DQ franchisees

Our association with Dairy Queen is a story of sweet success. Walz Tetrick is the leading regional marketing agency for DQ franchises. We plan and buy all media for three of DQ's five regions, representing 46 U.S. markets. Exercising considerable media muscle in these markets, we consistently buy below market and exceed performance goals. We stretch budgets by working with our media partners, to get substantial added value. Identifying under-delivered TRPs also has enabled us to extend our buys. We maintain media schedules while in flight to ensure TRP delivery. For every dollar DQ invests in media through Walz Tetrick, it gets \$1.51 in return.

Because of our local marketing and media results, Dairy Queen hired Walz Tetrick to promote a new breakfast menu, give a boost to the Orange Julius concept and launch a new nationwide restaurant concept, DQ Grill & Chill. Designed to emphasize food, Grill & Chill stores initially experienced higher treat than food sales. DQ wanted to shift that ratio. We focused on strategies targeting families and created tactical promotions and mailings. The response, as well as return on marketing investment, was terrific. By the end of the two-year period, the ratio had jumped by 17 points, from 60/40 treats to food, to 43/57 treats to food.



ABOUT OUR CLIENT

- 60,000 independently owned and operated restaurants in the U.S., Canada and 18 other countries
- Subsidiary of Berkshire Hathaway
- First restaurant opened in 1940
- One of the largest fast food systems in the world

WHAT WE DO

- Media planning, buying and strategy
- Media promotions
- Competitive analysis
- Local store direct marketing
- System-wide promotions
- Creative execution (print, mail, outdoor)

Case Study - Dairy Queen [Direct Marketing]

Response like this is a real treat

At Walz Tetrick, we satisfied Dairy Queen's craving for a direct marketing partner who could deliver results efficiently and seamlessly. Through our experience with multi-unit retail — including KFC and Papa John's — and a wide range of mail and print tactics, we've developed a turnkey system that's both cost-effective and painless for our client. For 10 years, we've worked closely with DQ franchisees, now in 46 markets across the United States. Connecting with individual franchisees — no matter their market size, budget or unit count — demands a lot of road miles, but we feel this drives the agency relationship and, ultimately, sales.

Walz Tetrick knows what franchise retailers know: that no two trade areas or stores are alike. Not only is market penetration and the competitive set different, so too are the print and mail tactics available. We analyze each and every tactic vs. the footprint the client has in the market, then execute to drive traffic and get the best return on marketing investment.

Direct marketing is a proven winner for Dairy Queen. It's cost-effective, flexible, targeted and measurable. We don't stop with recommending and executing coupons and offers, we come back with redemption and ROI analysis, enabling franchisees to target their dollars and build on their successes.

INTEGRATED TACTICS

- Direct marketing strategy and execution
- Competitive analysis
- Creative
- Printing
 - Coupon books
 - Loyalty
 - Direct mail
 - Shared mail
 - Newspaper inserts
 - Cooperative FSI



Clients and Services Grid

	Olathe Health System	Prairie Band Casino & Resort	Kansas City Royals	TeenThinking	4INFO	Dairy Queen
Broadcast TV & Radio	✓	✓	✓	✓		
Online Videos	✓	✓	✓		✓	
Podcasts					✓	
Print	✓	✓	✓	✓	✓	✓
Social Networking		✓		✓	✓	
Search Engine Optimization				✓	✓	✓
Pay Per Click	✓	✓			✓	✓
Media Planning and Buying	✓	✓	✓			✓
Direct Mail	✓	✓				✓
*Still Photography	✓	✓		✓		
*Video Production	✓	✓	✓	✓		
*Audio/Podcast Production	✓	✓	✓	✓		
*Web animation/Flash production	✓	✓	✓		✓	
*Outsourced services						

Visit our website at www.wtads.com for more work examples and live links to TV, radio, online banners, etc.

Contact

Contact: Mike Campbell
Phone: 913.789.5021
Email: mcampbell@wtads.com

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SIGNATURE SHEET

Item: Advertising, Media Buys

Agency: Statewide, Optional Use

Closing Date: December 16, 2013

By submission of a bid and the signatures affixed thereto, the bidder certifies all products and services proposed in the bid meet or exceed all requirements of this specification as set forth in the request and that all exceptions are clearly identified.

Legal Name of Person, Firm or Corporation Walz Tetrick Advertising

Mailing Address 6299 Nall Ave., Suite 300 City & State Mission, KS Zip 66202

Toll Free Telephone 1-888-883-4083 Local 913-789-8778 Cell: 816-914-4615 Fax 913-789-8493

Tax Number 48-1160819

CAUTION: If your tax number is the same as your Social Security Number (SSN), you must leave this line blank. DO NOT enter your SSN on this signature sheet. If your SSN is required to process a contract award, including any tax clearance requirements, you will be contacted by an authorized representative of the Division of Purchases at a later date.

E-Mail mcampbell@wtads.com

Signature Date 12/16/2013

Typed Name Mike Campbell Title Director of Client Partnerships

In the event the **contact for the bidding process** is different from above, indicate contact information below.

Bidding Process Contact Name

Mailing Address City & State Zip

Toll Free Telephone Local Cell: Fax

E-Mail

If **awarded a contract and purchase orders** are to be directed to an address other than above, indicate mailing address and telephone number below.

Award Contact Name Mike Campbell

Mailing Address 6299 Nall, Suite 300 City & State Mission, KS Zip 66202

Toll Free Telephone 1-888-883-4083 Local 913-789-8778 Cell: 816-914-4615 Fax 913-789-8493

E-Mail mcampbell@wtads.com

REFERENCES

1. NAME: Steven Ortiz, Vice President of Marketing and Assistant General Manager
 COMPANY: Prairie Band Casino & Resort

ADDRESS: 12305 150 Road, Mayetta, KS 66509

TELEPHONE: 785-966-7614

E-mail: sortiz@pbgaming.com

Length of relationship: 4 Years

Services Provided: WTA plans and buys media and handles local promotions for both Prairie
 Band Casino & Resort as well as Firekeeper Golf Course. In addition, WTA provides strategic
 planning, creative development and execution (print, direct mail, outdoor, TV and radio), and social
 media strategy and execution.

2. NAME: Mike Jensen, Chief Operating Officer

COMPANY: Olathe Health System

ADDRESS: 203075 W. 151st St., Doctors Bldg., 1, Ste. 303, Olathe, KS 66061

TELEPHONE: 913-791-3566

E-mail: mike.jensen@olathehealth.org

Length of relationship: 10 Years

Services Provided: WTA provides full agency services for OHS, including strategic planning,
 media planning and buying, creative strategy and development, design, print and broadcast
 production.

3. NAME: Mike Bucek, Vice President of Marketing and Business Development

COMPANY: Kansas City Royals

ADDRESS: 1 Royal Way, Kansas City, MO 64129

TELEPHONE: 816-504-4336

E-mail: mike.bucek@royals.com

Length of relationship: 2 Years

Services Provided: WTA provides full agency services for the Royals including creative development and execution, strategic planning, media planning and buying (print, direct mail, outdoor, TV, digital) and local promotions.

4. NAME: Jason Selby, Vice President of Field Marketing

COMPANY: International Dairy Queen

ADDRESS: 5925 Wyandotte, Kansas City, MO 64113

TELEPHONE: 816-926-0975

E-mail: Jason.selby@idq.com

Length of relationship: 10 Years

Services Provided: WTA plans and buys media and handles local promotions for 30 Dairy Queen markets. In addition, WTA is agency of record for DQ Grill & Chill, the flagship concept where legendary DQ treats meet delicious fresh food. WTA provides strategic planning, creative development, and print production for 100+ stores participating in a pooled funds budget for national marketing. WTA provides strategic and creative services for the national marketing team, local operators and Designed Marketing Areas on an as-needed basis.

5. NAME: Sarah Fischer, Manager of Prevention Services

COMPANY: State of Kansas

ADDRESS: 503 S. Kansas Avenue, 3rd Floor, Topeka, KS 66603

TELEPHONE: 785-296-6843

E-mail: sarah.fischer@kdads.ks.gov

Length of relationship: 8 Years

Services Provided: WTA provides social media, video production, media planning and buying, website development, brochures, collateral materials, creative development and execution.

6. NAME: Angie Brown, Prevention Consultant
COMPANY: Kansas Department of Aging and Disability Services
ADDRESS: 503 S. Kansas Avenue, 3rd Floor, Topeka, KS 66603
TELEPHONE: 785-368-7429
E-mail: AngieBrown@kdads.ks.gov
Length of relationship: 5 Years
7. NAME: Stephen Halbett
COMPANY: Kansas Department of Transportation
ADDRESS: 700 SW Harrison, Topeka, KS 66603
TELEPHONE: 785-296-0296
E-mail: halbett@ksdot.org
Length of relationship: 8 Years

STATE OF KANSAS

Event Details (cont.)

PeopleSoft Strategic Sourcing

Event ID	Format	Type	Page
17300-EVT0002068	Sell	RFx	2
Event Round	Version		
1	1		
Event Name	Advertising and Media Buys		
Start Time	Finish Time		
11/19/2013 15:47:00 CDT	12/16/2013 14:00:00 CDT		

Event Currency: US Dollar
Bids allowed in other currency: No

Bidder: WALZ TETRICK & ASSOC INC
PO BOX 790343
BIN #150076
SAINT LOUIS MO 63179-0343
United States

Submit To: Department of Administration
Procurement and Contracts
800 SW Jackson
Suite 600
Topeka KS 66612
United States

Contact: Linda T Gronquist
Phone: 7852962375
Email: linda.gronquist@da.ks.gov

Bidders (and their subcontractors) are expected to submit a current Tax Clearance Certificate with every event response.

REMINDER: You will need to sign back into the KDOR website to view and print the official tax clearance certificate.

Information about Tax Registration can be found at the following website:
<http://www.ksrevenue.org/busregistration.html>

Procurement and Contracts reserves the right to confirm tax status of all potential contractors and subcontractors prior to the release of a purchase order or contract award.

In the event that a current tax certificate is unavailable, Procurement and Contracts reserves the right to notify a bidder (one that has submitted a timely event response) that they have to provide a current Tax Clearance Certificate within ten (10) calendar days, or Procurement and Contracts may proceed with an award to the next lowest responsive bidder, whichever is determined by the Director of Purchases to be in the best interest of the State.

- *****
XML Bid Submission will NOT be accepted for this Bid Event.
- ATTC - See the attachment for additional information.

General Questions

Question	UOM	Response
How many relevant years of experience does your organization possess?		46
Required: No Mandatory ResponseNo		

Response Comments

Is a completed Immigration Reform and Control form included with this bid event submission (refer to Item #4, Appendix B - Terms and Conditions, Event Details document)? PRINT OUT, SIGN AND RETURN WITH BID.

Yes

Required: No Mandatory ResponseNo

Response Comments

Does your organization accept the State of Kansas terms and conditions as stated?

Yes

Required: No Mandatory ResponseNo

STATE OF KANSAS

Event Details (cont.)

PeopleSoft Strategic Sourcing

Event ID	Format	Type	Page
17300-EVT0002068	Sell	RFx	3
Event Round	Version		
1	1		
Event Name	Advertising and Media Buys		
Start Time	Finish Time		
11/19/2013 15:47:00 CDT	12/16/2013 14:00:00 CDT		

Event Currency: US Dollar
Bids allowed in other currency: No

Bidder: WALZ TETRICK & ASSOC INC
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United States

Contact: Linda T Gronquist
Phone: 7852962375
Email: linda.gronquist@da.ks.gov

Response Comments

Procurement Card (P-Card): Presently, many State Agencies use a State of Kansas Procurement Card (Visa-branded P-Card) in lieu of a state warrant to pay for some of its purchases. No additional charges will be allowed for using the card.
May agencies use their P-Card for contract purchases?

Yes

Required: No Mandatory ResponseNo

Response Comments

Political Subdivisions: Political subdivisions (City, County, School Districts, etc.) are permitted to utilize contracts administered by Procurement and Contracts. Conditions included in this contract shall be the same for political subdivisions. The State has no responsibility for payments owed by political subdivision. The vendor must deal directly with the political subdivision.
Is pricing available to political subdivisions?

Yes

Required: No Mandatory ResponseNo

Response Comments

Is a current Tax Clearance Certificate included with this bid event submission (refer to Item #3, Appendix B - Terms and Conditions, Event Details document)? APPLY ON-LINE, PRINT OUT WHEN AVAILABLE AND RETURN WITH BID.

Yes

Required: No Mandatory ResponseNo

Response Comments

STATE OF KANSAS

Event Details (cont.)

PeopleSoft Strategic Sourcing

Event ID	Format	Type	Page
17300-EVT0002068	Sell	RFx	6
Event Round	Version		
1	1		
Event Name	Advertising and Media Buys		
Start Time	Finish Time		
11/19/2013 15:47:00 CDT	12/16/2013 14:00:00 CDT		

Event Currency: US Dollar
Bids allowed in other currency: No

Bidder: WALZ TETRICK & ASSOC INC
PO BOX 790343
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Submit To: Department of Administration
Procurement and Contracts
800 SW Jackson
Suite 600
Topeka KS 66612
United States

Contact: Linda T Gronquist
Phone: 7852962375
Email: linda.gronquist@da.ks.gov

Bidder Information

Firm Name:	Walz Tetrick Advertising		
Name:	Mike Campbell	Signature:	Date: 12/16/13
Phone #:	913-789-8778	Fax #:	913-789-8493
Street Address:	6299 Nall Ave., Suite 300		
City & State:	Mission, KS	Zip Code:	66202
Email:	mcampbell@wtads.com		

**Request for Taxpayer
Identification Number and Certification**

Give form to the
requester. Do not
send to the IRS.

Print or type
See Specific Instructions on page 2.

Name (as shown on your income tax return)

Walz Tetrick Advertising Inc.

Business name, if different from above

Check appropriate box: ☐ Individual/Sole proprietor ☒ Corporation ☐ Partnership
☐ Limited liability company. Enter the tax classification (D=disregarded entity, C=corporation, P=partnership) ▶
☐ Other (see instructions) ▶

☐ Exempt
payee

Address (number, street, and apt. or suite no.)

6299 Nall Avenue, Suite 300

City, state, and ZIP code

Mission, KS 66202

Requester's name and address (optional)

List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on Line 1 to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Social security number

or

Employer identification number

48

1160819

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined below).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. See the instructions on page 4.

Sign
Here

Signature of
U.S. person ▶

Date ▶

12/9/13

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

The person who gives Form W-9 to the partnership for purposes of establishing its U.S. status and avoiding withholding on its allocable share of net income from the partnership conducting a trade or business in the United States is in the following cases:

- The U.S. owner of a disregarded entity and not the entity,



Sam Brownback, Governor
Nick Jordan, Secretary

www.ksrevenue.org

CERTIFICATE OF TAX CLEARANCE

Walz Tetrick Advertising, Inc.

ISSUE DATE

12/12/2013

TRANSACTION ID

TC72-45AD-ACUP

CONFIRMATION NUMBER

CU33-35SU-RUJA

TAX CLEARANCE VALID THROUGH 03/12/2014

*Verification of this certificate can be obtained on our website, www.ksrevenue.org,
or by calling the Kansas Department of Revenue at 785-296-3199*

**CERTIFICATION REGARDING
IMMIGRATION REFORM & CONTROL**

All Contractors are expected to comply with the Immigration and Reform Control Act of 1986 (IRCA), as may be amended from time to time. This Act, with certain limitations, requires the verification of the employment status of all individuals who were hired on or after November 6, 1986, by the Contractor as well as any subcontractor or sub-subcontractor. The usual method of verification is through the Employment Verification (I-9) Form. With the submission of this bid, the Contractor hereby certifies without exception that Contractor has complied with all federal and state laws relating to immigration and reform. Any misrepresentation in this regard or any employment of persons not authorized to work in the United States constitutes a material breach and, at the State's option, may subject the contract to termination and any applicable damages.

Contractor certifies that, should it be awarded a contract by the State, Contractor will comply with all applicable federal and state laws, standards, orders and regulations affecting a person's participation and eligibility in any program or activity undertaken by the Contractor pursuant to this contract. Contractor further certifies that it will remain in compliance throughout the term of the contract.

At the State's request, Contractor is expected to produce to the State any documentation or other such evidence to verify Contractor's compliance with any provision, duty, certification, or the like under the contract.

Contractor agrees to include this Certification in contracts between itself and any subcontractors in connection with the services performed under this contract.

 CFO
Signature, Title of Contractor

12/9/13
date

Walt Tetrick Advertising, Inc.

AMENDMENT

December 4, 2013

Amendment Number: 1

RFP Number: EVT0002068

Closing Date: December 16, 2013, 2:00 PM

Procurement Officer: Linda Gronquist

Telephone: 785-296-2375

E-Mail Address: linda.gronquist@da.ks.gov

Item: Advertising, marketing and Media Buys

Agency(s): Statewide, Optional Use

Conditions: Responses to questions posed by vendors are reflected on the following page.

A signed copy of this Addendum must be submitted with your bid. If your bid response has been returned, submit this Addendum by the closing date indicated above.

I (We) have read and understand this addendum and agree it is a part of my (our) bid response.

NAME OF COMPANY OR FIRM:

Walz Tetrick Advertising

SIGNED BY:

Michael J. Campbell

TITLE:

Director of Client Partnerships

DATE:

12/9/13

It shall be the vendor's responsibility to monitor this website on a regular basis for any changes/addenda.

<http://www.da.ks.gov/purch/>

1.1. Transmittal Letter:

All bidders shall respond to the following statements: Yes

(a) the bidder is the prime contractor and identifying all subcontractors; Yes

(b) the bidder is a corporation or other legal entity; Yes

(c) the bidder does not discriminate in employment practices with regard to race, color, religion, age (except as provided by law), sex, marital status, political affiliation, national origin or disability; Yes

(d) the person signing the proposal is authorized to make decisions as to pricing quoted and has not participated, and will not participate, in any action contrary to the above statements; Yes

Subcontractors

SPANGLER GRAPHICS LLC

**2930 South 44th Street, Kansas City, KS
66106**

Direct: 913.4281. Fax: 913.722.3552

KJO Media

**9401 Indian Creek Parkway
Suite 200**

Overland Park, KS 66210

Direct Line: 913-707-1801



Sam Brownback, Governor
Nick Jordan, Secretary

www.ksrevenue.org

CERTIFICATE OF TAX CLEARANCE

Spangler Graphics LLC

ISSUE DATE

10/22/2013

TRANSACTION ID

TCAV-UAR5-597E

CONFIRMATION NUMBER

CV75-62UD-DEHA

TAX CLEARANCE VALID THROUGH 01/20/2014

*Verification of this certificate can be obtained on our website, www.ksrevenue.org,
or by calling the Kansas Department of Revenue at 785-296-3199*



Sam Brownback, Governor
Nick Jordan, Secretary

www.ksrevenue.org

CERTIFICATE OF TAX CLEARANCE

K Jo Media, LLC

ISSUE DATE

12/12/2013

TRANSACTION ID

TPEE-NAD9-276U

CONFIRMATION NUMBER

CDUC-EJU5-239D

TAX CLEARANCE VALID THROUGH 03/12/2014

*Verification of this certificate can be obtained on our website, www.ksrevenue.org,
or by calling the Kansas Department of Revenue at 785-296-3199*

Pricing Sheet

Below are the standard hourly rates on a project basis:

Account Service

Director of Client Services	\$150
Account Supervisor	\$125
Assistant Account Executive	\$90
Account Coordinator	\$80

Creative

Creative Director	\$150
Art Director	\$125
Copywriter	\$125
Print Production Manager	\$80
Project Manager	\$80

Media

Director of Media Services	\$150
Media Planner/Buyer	\$90

Walz Tetrick Advertising is also open to a compensation structure based upon media commissions or a set price for services once the scope of work is agreed upon.